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# FOOD

# INFORMATION CALENDAR

OFFICE OF INFORMATION  
UNITED STATES DEPARTMENT OF AGRICULTURE

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No. 30

## FOOD FIGHTS FOR FREEDOM RESPONSE

The States are beginning to send in statements of plans for the Food Fights for Freedom campaign.

North Carolina--organizing teams to visit every one of the 100 counties to hold meetings. The 1944 Production Goals Program is being made an integral part of the campaign. The aim is to reach the remotest community in every county.

Virginia--has the following agencies actively cooperating: State Nutrition Committee, O.P.A., O.C.D., Extension Service, V.P.I., State Departments of Education, Health and Welfare, F.S.A., and F.D.A. Local representatives of these agencies and others are holding community planning meetings-- training will be done locally from material in "tool kit" - house to house visits will start in November.

Utah--State meeting to coordinate the entire drive. Educational activities to be carried on through schools, relief societies, state employees, Public Health nurses, nutrition people, FSA, local defense councils and the War Boards.

Iowa--Newspapers and radio stations organizing extensive publicity programs. Wholesalers and members of the State Restaurant Association serving on State committee in addition to religious leaders, labor union heads, women's clubs officers, officials of State Chamber of Commerce.

Meetings are now being held all over the country. Reports show, for example, that these States are planning a completely coordinated campaign in which all agencies and organized groups are participating: Kentucky, Michigan, West Virginia, Indiana and Ohio. There are no doubt many others we haven't yet heard from.

THOSE ~~THE~~ STORIES: Don't forget to keep your eye open for outstanding success stories on the FOOD FIGHTS FOR FREEDOM campaign. The routine, periodic type of progress report is not what is needed in this case. The Office of Information wants dramatic, human interest stories that can be spread over the nation to excite interest in the theme.



GOALS CAMPAIGN.....INFO KIT.....

A kit of information materials is in the mill and should be ready for mailing to the field in a few days. Since each State is planning its own campaign, the kit is to be supplemented at the State level with material prepared by the States.

Notification copies will be sent to the State War Boards, in sufficient supply so that each War Board member will receive a copy. An order blank will accompany the kit so that the War Boards can order as many copies of each section of the kit as they need for distribution to personnel on county or community levels. Sections included are:

"CIVILIAN FOOD SUPPLY"...showing the needs and allocations for 1943-44.

A general statement about the broad aspects of the educational push and a section on "SPECIAL OCCASIONS"...this outlines special deals for local development.

"RETURNS"...demonstrating the farmer's income position--what he has received for his produce--his overhead and his debt adjustment.

"OVER THERE"...statement about reverse Lend-Lease. Our Allies are feeding our fighting men too!

"THE PEOPLE'S PART"...statement of the part to be played by everyone--farm and non-farm--in the FOOD FIGHTS FOR FREEDOM CAMPAIGN.

"QUOTES"...a compilation of statements on food by ranking men of the country.

"LIVE PUBLICATIONS"...a complete list with a short digest of "live publications"--AWI series and Farm Bulletins--available in the field or from Washington containing information useful in the goals campaign.

"CARTOONS FOR YOUR LETTERS"...pages of cartoons for tracing, to dress up your letters.

"MATS"...proofs of six basic mats designed by AAA. The mats are specially varied for each State and region; each State will receive a different treatment. The mats will be made up on order only.

All of this material will be supplemented from time to time by background statements sent out in the Food Information Series.

Higher Analysis Fertilizer Saves Money: WFA points out that farmers can save money and at the same time make a substantial contribution to the war effort by buying higher analysis fertilizers. These fertilizers cost more per 100 pounds but the cost per pound of actual plant food is lower. And since less bulk is handled, users help relieve transportation, packaging, and storage problems. USDA press release No. 861-44 will have additional information on this.

Farm Labor Facts -- Food Info Series No. 71--"November Farm Labor Jobs"-- presents the facts on November needs. There's a chart showing the estimated needed man hours for major commodities by regions; general farming area, cotton country, Corn-Belt, and other special areas.

## RADIO REPORT

### F. & H. Facts.

- Monday - November 1: Morse Salisbury, Director of Information - "This is Food for Freedom Month"
- Tuesday - November 2: Ruth Van Deman and Mary Barber, Army Quartermaster Corps, "They Eat It and Like It"
- Wednesday - November 3: Wallace Kadderly (live), Verne C. Beverly, County Agent, Aroostook County, Me. (ET), and Mrs. Alice Davis, potato harvester, Lovely, Ky. (ET) -- "Maine Potato Harvest"
- Thursday - November 4: Wallace Kadderly and Dr. A. E. Wight, Bureau of Animal Industry, "The Fight Against Bang's Disease"

### UNCLE SAM'S FOREST RANGERS

- Friday - November 5: Glenn Merrick, farmer Memphis (Macomb County), Michigan (ET) and Wallace Kadderly (live) "Food Fights for Freedom # 2".
- Saturday - November 6: CWT., Standard Opening and Dramatization "To Joe Thompson, Private, US Army" - Chicago; News of Feed-a-Fighter Projects, Washington; and War Food Administrator Marvin Jones, Washington.

### CONSUMER TIME

Saturday, November 6 -- This program bears the title of the campaign, "FOOD FIGHTS FOR FREEDOM". To put across the idea that food is the weapon of freedom just as starvation is the weapon of oppression, there'll be first a tense, exciting sketch about one Jan Svoboda who is an enslaved Czech in a German munitions factory, and then an incident that happened to a couple of American soldiers in a cave in Sicily. It will add up to a very dramatic impression of how FOOD FIGHTS FOR FREEDOM.

The folder "Fight Food Waste in the Home" will be the give-away. Food conservation experts tell us almost any housewife can actually cut her grocery bill 5% by following the suggestions in this folder - and more important, save FOOD FOR FREEDOM.

### THE DAIRY FEED PAYMENT PROGRAM

Specific final instructions were sent out recently by AAA Regions to guide AAA committeemen in making dairy feed program payments. Payment drafts will be drawn on Commodity Credit Corporation. The program is aimed, as you know, at maintaining high milk production. All payments will be made on butter-fat or whole milk sales as evidenced by records, receipts, or affidavits. AAA committeemen have a plenty big job that has to be handled mighty fast. All available information assistance should swing into action on the why and the how, to help get this big war production job done.

SO YOU DIDN'T GET RATION BOOK 4? Well, take it easy, Mr. Farmer (you can tell him). Go directly to your local War Price and Rationing Board, and tell them you were right busy and let November 30 slip past. They'll no doubt fix you up with Book 4. And you'll need it - covers plenty items, 2 years.



HOME FRONT PLEDGE CAMPAIGN . . . . . EPISODE 13. . . . .

SALUTE TO - - -

Seattle, Washington -- where 200,000 war workers in aircraft plants and shipyards took en masse the Home Front Pledge. These war workers gathered during their lunch hours on every shift from dawn to midnight to hear the Home Front Pledge speakers.

Nampa, Idaho -- for the "Nampa Plan" of conducting the Home Front Pledge Campaign. The unusual feature in the Nampa Plan is that the Retail Merchants Association of the city requested the OPA District office to send a staff of experts to check all prices in every store in the city. After all stores were checked and in A-1 shape, the merchants took the Pledge and the campaign started.

Providence, Rhode Island -- where the Governor of Rhode Island wrote a personal letter to all school superintendents and to all mayors and town council presidents, asking them for the active participation by every community in the Home Front Pledge Campaign.

Houston, Texas -- where the Home Front Pledge Campaign was continued in connection with the registration for War Ration Book IV. Sixty thousand pledge signatures were obtained at 126 Houston and Harris County schools on the first day of registration.

WE'LL EAT WELL-----

Here are some figures based on allocations which will show what WE can expect to have -- per person -- to eat or available for purchase in the first quarter of 1944.

77 pounds of meat protein -- 27 percent of which will be pork, 17 percent beef, the rest fish, chicken, variety meats, veal and lamb in about the order named. In addition to this we will have -- per week -- half a dozen eggs apiece, more than a pound of dried beans and peas, and soya flour and grits.

Potatoes will be the vegetable mainstay of the meal. A heavy reliance will have to be placed on home canned fruits and vegetables by many families as the canned supply would give us less than a can a week apiece if divided equally. The present scarcity of oranges will break in mid-November and they should be in slightly better supply than last winter.

We will have a quarter pound of butter per week -- and should be able to get it. About one ounce of margarine and half a pound of lard or other shortening. Milk supply will be about the same as last winter although the demand is higher.

All in all -- we'll get plenty to be very well nourished. Remember that even with allocations for military and lend-lease -- we will have as much food allocated for civilians as we had in the average (1935-39) pre-war years. We'll have this food available because of the increasing production records of the American farmers for the past seven years!